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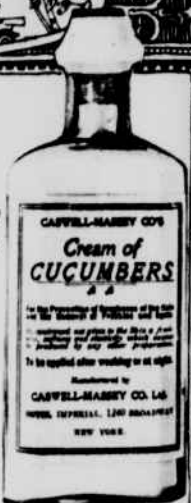
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A delightful blending of concentrated cream from the cucumber, with essential oils, has produced a lotion incomparably cool and invigorating—a revelation to you.

Cream of Cucumbers has a pleasant faculty of vanishing rapidly into the skin as it begins its healing mission, leaving the pores unclogged and the face satin-smooth.

Your first bottle can be the 25 cent size, if you choose—later you will find the 50 cent bottle nice for convenience, or the \$1.00 size best for economy.

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JOSEPH WILD & CO.
EST. 1885
FIFTH AVENUE (West Side at 35th St.) ENTIRE 2nd FLOOR



Are your children pounding away their health on hard playgrounds and city streets?

WITHIN the experience of us all, the sidewalk has changed from a soft to a hard one. Where the children of twenty-five years ago played on soft turf, your children are now pounding away their health in hard paved yards and city streets.

Already a beginning has been made in the routine examination of the school children of New York City. Of 2,059 boys at one well known high school, 667, or 32 per cent., had weak feet, and 260, or 12 per cent., actually had broken arches. In 1914, another high school showed 30 per cent. of the boys to have the worst form of flat foot, as against 18.8 per cent. in 1908. Among the elementary schools the percentages were even higher.

How the foot breaks down
In a soft walk, the foot shapes the ground; on hard walks, the pavement shapes the foot.

The continual pounding with the whole weight of the body on hard, unyielding concrete, weakens and depresses the natural arches or springs of the foot—elasticity of step is lost, and the foot becomes deformed.

The far reaching effects
The constant strain on the arches, particularly in the case of children, produces tenderness and pains throughout the foot, and muscles of the leg. As the child grows older,

there is a tendency to round shoulders, pallor and loss of appetite. Children who have weak feet do not appear to be as active as their fellows, they do not want to play or walk, and often complain of being very tired.

Protect your children's health

Don't let your children pound away their health on concrete playgrounds and city streets. Save their systems from the jolts and jars that tend to break down health. Put heels of new, live rubber on their shoes—they act as easy, springy cushions between the heels and hard concrete pavements. Many private schools now compel their children to wear rubber heels, because they save young nerves and prevent the usual clatter of children's feet.

When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

Insist on O'Sullivanized shoes; the new live rubber heels give the greatest wear with the greatest resiliency. In black, white or tan; for men, women and children; 50c attached.



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O'Sullivanized for Boys and Girls

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A Garden Full of Darwin Tulips for \$1.00

In anticipation of placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer 75 Giant Darwin Tulip Bulbs, Finest Mixed, for \$1.00. Selected from fifteen named varieties.

Few Spring flowering plants rival the Darwin Tulip for brilliancy of bloom. With flowers as large as the Oriental Poppies, ranging in color from white through the lighter shades of pink to rich scarlet, from pale lavender to rich tones of violet, purple, and maroon, borne on strong stems often exceeding three feet, they are a wonderful addition to the Flower Garden.

Plant any time before frost and they will bloom during May.

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Our 1916 Fall Bulb Catalog sent on request.

Stump & Walter Co. 30-32 Barclay St., New York City

Flowers in windows, bright and gay. Chase the gloomy days away.

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Plant in bowls and pots in water or in flue. Paperwhite Narcissus, the sweet white for Thanksgiving! Golden Nun Narcissus, the sweet yellow for Christmas!

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New stock from France in excellent condition. Of the Hermann Standard.

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